



FIRST THINGS FIRST

The right system for bright futures

Arizona Early Childhood Development & Health Board Cochise Regional Partnership Council

Work Session Meeting Minutes November 12, 2010

Call to Order

The Work Session Meeting of the First Things First Cochise Regional Partnership Council was held on Friday, November 12, 2010 at 10:00 a.m. at the First Things First Regional Office, 3643 South Highway 92, Suite B. Sierra Vista, Arizona 85650.

Council Members Present:

Ana Bae, David Howe, Renae Humburg, Jane Strain

Council Members Absent:

Marge Dailey, Mario Gonzales, Chuck Hoyack, Ginger Ryan, Michael Vetter, Nancy-Jean Welker

Others Present:

Melissa Avant, Cristal Martin

Chair Howe welcomed everyone and called the meeting to order at approximately 10:07 a.m.

Call to the Public

There was no response to Call to the Public

Discussion of Coordination/Communication Strategies Line Items and Template Review

Melissa Avant, Regional Coordinator, First Things First Cochise Regional Partnership Council, provided the Regional Council with handouts for Coordination/Communication strategies and discussed Strategy 8; Coordination. There is a need to foster program coordination efforts and to expand or enhance the coordination and integration of regional data, programs, services and resources for young children and their families. Research demonstrates that early childhood coalitions linking local, federal and state partners have made great impacts on policy and funding for early care and health issues

The Regional Council discussed the utilization of a staff person to be hired for both Coordination and Communication strategies. The individual would need to be sensitive to the county's needs and political climate. Any resource guide developed by the new position would need to be continually maintained. This document can be a computer file that is linked through the First Things First and grantees websites.

A job announcement will be provided to the Regional Council to include the added Communications strategy component.

Priority/Need within Cochise County: High. From the 2008 Needs and Assets Report it become apparent that the geographic barriers and a lack of experience in the practical and contractual aspects of systems coordination often hamper efforts to build an effective system within Cochise County.

Funding Plan: Population Based Allocation

First Things First Approved Priority: Building Public Awareness and Support

Sustainability: For 2011 & 2012, \$100,000 to be divided between the Coordination and Communication strategies, of which \$5,000 is to be held aside for a facilitator.

Ms. Avant discussed Strategy 7 Communications with the Regional Council. For fiscal year 2011 the regionally directed strategy is:

Total Allocation = \$60,000

Tactic 1: Distribution. FTF leave behinds and branded collateral materials = \$10,000

Tactic 2: Paid Media: Billboards, theater and radio = \$30,000

Tactic 3: Consultant = \$2,000

Tactic 4: Born Learning Materials = \$18,000

The Communications Department has requested that for 2011, each region fund a specific amount derived from a population based equation for media buys. For Cochise County this amount would be \$69,730 and would not include other items such as Born Learning materials and leave behinds.

Priority/ Need within Cochise County: High. Cochise County is a very rural area with a critical need for communication countywide.

Funding Plan: Population Based Allocation

First Things First Approved Priority: Building Public Awareness and Support

Sustainability: Proposed Expansion of \$90,730 in state fiscal year 2011

\$69,730 for media buys

\$20,000 for Born Learning materials and leave behinds

\$1,000 for special events

Ms. Avant discussed Needs and Assets with the Regional Council. For 2008 and 2010, the Needs and Assets report was the baseline report provided from statewide funding. The Regional Council discussed the high quality of work provided by Donelson Consulting, Inc. for the 2010 Needs and Assets Report and the difficulties of data collection across state agencies. The Regional Council recommends keeping the line item of \$10,000 funded from the Other category for state fiscal year 2012.

Ms. Avant discussed Evaluation with the Regional Council. \$50,000 is currently on hold for state fiscal year 2011. The Regional Council discussed if specific studies are needed while still waiting for longitudinal data. The Regional Council recommends moving the 2011 Evaluation funding line of \$50,000 to Carry Forward.

Adjournment

There being no further discussion, Chair Howe adjourned the meeting at 11:54 a.m.

Dated this 18th day of Nov, 20 10.

Submitted By: Cristal Martin
Administrative Assistant

Approved By: David Howe
Chair, David Howe